

Behavioral Sciences - any science that studies the behavior of man & lower animals in their physical and social environments by experimental and observational methods similar to those of other natural sciences. Recognized behavioral sciences are psychology, sociology, social anthropology and those parts of other social sciences similar to these in outlook & method.

Three classes of Behavioral Data

1. Self-descriptions - from interviews, questionnaires
2. Direct Observations
3. Description by use of an informant or secondary data, e.g. high school grades.

* How measured? Behavioral science methodology relies heavily on inferential statistics.

Camelot: Considered a country as a system of interrelations to be studied from several perspectives including external relations.

Planned to use societal model emphasizing social change.

Data were to be from 23 prior revolution using parameters stated in the model.

Objective: whether feasible or not to conduct intensive, extensive & enduring research into problems of identifying, forecasting or influencing the actions of social forces potentially leading to internal war.

Physical + Natural Sciences → Their nature permits

1. Better definition of variable
2. Better measurement of variable - direct observation
3. Better control of variables

Behavioral + Social Sciences -

1. Variables often unspecified + must be determined
2. Measurement is often indirect and on nominal scales
3. Control over variables is often marginal

To compensate for this Behavioral + Social Sciences must rely heavily on inferential statistics and modelling.

~~task~~ This is essentially the same ~~task~~ ~~that~~ the kind of data, indirect measurement + poorly defined, that the Intelligence analysts must use in making estimates.

Areas of Intelligence Effort

Behavioral
Patterns

1. Individual Assessments — individual
2. Group Structure Analysis — ^{group} organization of individuals
3. Attitude measurement of population — nation
4. Belief System Analysis — culture

~~Methods~~ Methods of Data Collection

1. Personality Dynamics —
2. Communication dynamics — within groups, motivation
3. Indirect sensing techniques
4. " " "

~~Goals of methods~~

1. Establishment of normative data
2. Identification of critical variables
3. 'Model' building based on these data
4. 'Model' testing — i.e. prediction
 - a. regarding existing trends
 - b. " emerging trends
 - c. " effect of altering variables within systems from
 - d. determination of best means to alter variables for desired goals

Analytic techniques

1. Experimental methods using 'model' simulation or laboratory research
2. Inferential statistics

3. Knowledge of substantive areas with regard to goals.

These methods should be useful in studying and predicting

1. Individual + group motivations particularly with regard to decision making process

2. Assessment of communication systems, team or group function

3. ~~Evaluation~~ Prediction & evaluation of human performance

4. Persuasion techniques - in context of national or cultural values.